

## Women by the Hundreds Unite for Cheaper Living; League Aims at 100,000

Evening World's Housewives' Protective Organization  
Finds Great Favor Among Those Who Realize  
the Value of a Dollar.

By Sophie Irene Loeb.

Q. Why is the Housewives' Protective League? A. To give opportunity for every housewife to help fight the high cost of living as well as interchange ways and means of household economy.

Q. How is it going to accomplish this? A. First, by getting together an organization of women that, from the numbers coming in, bids fair to reach 100,000.  
Q. What will be its chief objects? A. To reduce the cost of living wherever possible; to fight high prices that are artificial; to secure just weights and measures; to eliminate petty graft on the common commodities; to stand together against unwarranted strikes on the necessities of life; to exchange opinions and views through the columns of The Evening World, and to set forth methods of household economy.

Q. Why is it necessary to take this means? A. Because the high prices are getting such a hold on the average home that its happiness is threatened.

Q. What is the surety of success?  
A. If joined together in one cause, what can't one hundred thousand women do!

Q. What will be its methods of procedure? A. Watchful working.

Q. What must a woman do to become a member of it? A. Fill in the application blank and receive the coin of protection.

Q. What will the coin of protection do? A. If carried by the housewife and shown to the dealer he will realize that this individual consumer belongs to an organization backed by The Evening World, which will not tolerate any unfair treatment.

Q. What assurance has the housewife that some real constructive work will be accomplished? A. The past efforts of The Evening World speak for themselves. Among these are the Widows' Pensions, Public School Penny Lunches, Playgrounds for Children, Safe and Sanitary Moving Picture Shows, cheaper telephone rates, public baths, reduced taxi-cab rates, etc., etc.

Q. Does joining the Housewives' Protective League create any obligations on the part of the consumer? A. None whatever. There are no dues or fees of any kind.

Q. May it restrict an applicant from joining similar clubs or organizations? A. No. All similar leagues are urged to co-operate with The Evening World in the common cause of dealing with common commodities for the benefit of every housewife in the city.

Q. What part may each housewife play? A. By joining the league she adds one to the number; and suggestions of merit from her will be printed in these columns for the benefit of all.  
Q. What are the first activities of the league? A. Looking into the production and distribution of milk, the price of milk being only settled for three months.

Following are a few of the expressions of women who have joined the league, and they are coming in by the hundreds:

WILL RELIEVE HOUSEWIFE IN HER HIGH-PRICE WORRIES.  
Dear Madam—I am indeed happy to know The Evening World can help the housewife, as no one knows better than the housewife how far she has to make a dollar go and the worry high, unnecessary prices cause in the home.

Something should be done to do away with the greed of the middleman.

I was told by a reliable party that a vegetable dealer on Washington Heights bought a barrel of potatoes for \$3.50, and in selling them by the pound to the housewife he realized \$10 on each barrel. This is only one kind of necessary food and the extortion should be stopped.  
J. H. C.

SOMETHING HAS TO BE DONE, AND DONE QUICKLY.

Dear Madam—I am interested in the good work you are doing

## RELIEVE HEADACHES WITHOUT DOSING

By Applying Sloan's Liniment  
to Forehead You Can Stop  
the Severe Pains.

Many headaches are of a neuralgic origin. The symptoms of such headaches are intense and lingering pains in the brow, temples or back of the head.

There is one certain relief that has been known and recommended for years back, Sloan's Liniment. One application and the dull pain is practically gone. It is easily applied without rubbing. Rubbing is unnecessary, as Sloan's Liniment quickly penetrates to the seat of trouble.

Aching muscles, rheumatism, bruises, lumbago, chilblains, sprains and stiff neck can also be most effectively treated with Sloan's Liniment. Cleaner than musky plasters or ointments; it does not stain the skin or clog the pores. At all drug stores, 25c 50c, \$1.00.

**Sloan's  
Liniment**  
KILLS PAIN

in your Housewives' League and I wish you every success. It is dreadful, when one looks back to ten or less years ago, and sees the awful rise in the prices of foodstuffs. I have been keeping house nineteen years, and for years before bought all the house supplies for our home, and I often think if mother could see how we have to spend our husband's hard-earned money she would be aghast. Something should be done, and done quickly. Inclosed please find stamps for membership token.

MARGARET GUNTHER,  
2134 Third Avenue, N. Y. City.  
SUGGESTS PUBLICITY FOR ALL  
UNSCRUPULOUS DEALERS.

Evening World's Housewives' Protective League: Inclosed please find my enrollment coupon, to which it gives me great satisfaction to subscribe my name and support, for I have long hoped for a movement such as this whereby the women of our city, through combined efforts, can easily better their economic conditions by making public at once all dealers who are unfair, extortionist and unscrupulous in their business methods and dealings.

It will be of immense benefit to the public at large in making public all dealers of this calibre as a warning to them in general and to the housewives of each neighborhood in particular, for only by this publicity can we quickly and surely lower the unreasonably high cost of living.  
MRS. HENRY JULIAN,  
180 W. 178th Street.

## HAYTIAN NAVY RELIC HERE.

Steamer Pacificque, Once a Cruiser,  
Towed Into Port Disabled.

A relic of the Haytian Navy—in fact, all of that navy which now exists—came into port to-day, tugged along at the end of a towline hitched to the United States revenue cutter Onondaga. Once the cruiser Pacificque, sold for Government debts when the United States took over the Haytian treasury, the vessel in 1905 was converted into a cargo vessel.

Early in September the Pacificque was loaded with logwood and started for New York. The engines balked at devil duty, and she put into Guantanamo, Cuba, for repairs. Later, when off Cape Hatteras, the engines broke down again and the Pacificque was taken in tow by the Ward line Antilla. The Antilla took fire in her hold and abandoned her charge to run for Norfolk. The Onondaga continued the rescue.

THE ULTIMATE REFORM.  
Commissioner Woods is going to rule out waistlines for middle-aged policemen.

## FOOD TURN TO LEAD IN YOUR STOMACH?

Many people suffer after eating. Do YOU have a heavy feeling in the pit of the stomach? Does YOUR food seem to "lie like lead"? If so, it is because the gastric juices, which are absolutely necessary for digestion, are lacking, or do not flow readily. Your food, therefore, remains in an undigested mass in your stomach.

Why don't you get rid of stomach trouble? Take two little gastro-pepsin tablets after each meal, and you will never have to regret what you have eaten. No matter how delicate your stomach is you need not hesitate to take gastro-pepsin. Get a box to-day from your druggist, or send to the Malto-Ferrin Chemical Co., 81 Prospect Place, Brooklyn, enclosing 25c or 50c for the size box you desire.—Adv't.

All "Last and Final" articles advertised in The World or reported to "Last and Final Dept." in connection with the World Building, will be listed for thirty days. Their date can be seen at any of The World's Offices.  
"Last and Final" advertisements can be left at any of The World's Advertising Agencies, or can be submitted directly to The World. Call 4999 Beekman, New York, or Brooklyn Office, 4110 Main.

## MEMBERSHIP APPLICATION

Cut out this coupon, fill out and mail to the Housewives' Protective League, Evening World, Post Office Box 1354.

Oct. 1916

Name .....

Address .....

I desire to enroll my name as a member of The Evening World's Housewives' Protective League.

Inclose 2-cent stamp and membership token will be mailed.

MEMBERSHIP COINS WILL BE  
MAILED IN A FEW DAYS!

## BONWIT TELLER & CO.

The Specialty Shop of Originations  
FIFTH AVENUE AT 38TH STREET



The  
Fine Art of PELTRY

is magnificently  
expressed in the Bonwit  
Teller & Co. Collection  
of FUR FASHIONS.

## Women's FUR COATS of Quality & Fashion

SPECIAL ATTENTION IS DIRECTED TO EXCEPTIONAL VALUES FOR TOMORROW

### Trimmed Hudson Seal Coats

Full flare, 40 inch long models,  
with natural skunk collar, 95.00

### Bordered Hudson Seal Coats

Border, collar and cuffs of Natural  
Skunk, full ripple flare, 45 inch long  
model, 185.00

### Hudson Seal Coats

Loose, plain 45 inch long model,  
made from choice selected pelts, 125.00

### Bordered Hudson Seal Coats

Six inch border and sailor collar  
of Skunk. Full flare, 45 inch  
long model, 150.00

### Model Hudson Seal Coats

Reproductions of Paris model coats  
in belted and flare types. Novel  
treatments of collars and cuffs in  
contrasting fur, 245.00

### Bordered Mole Coats

Deep border, huge collar and cuffs of  
taupe wolf. Flare model, 45 inches  
long, of selected Scotch mole pelts, 295.00

### Luxurious Fur

Capes, Wraps and Mantles  
550.00 to 1,650.00

Of Ermine, Mole, Broadtail, Baby Caracul, Mink and  
Kolinsky.

### Chic and Exclusive Models in Novelty

### CAPES, SCARFS and STOLEs

Mole Cape Collars,	29.50	35.00
Hudson Seal Cape Collars,	22.50	29.50
Mole Stoles,	45.00	85.00
Hudson Seal Stoles,	32.50	48.50
Natural Skunk Scarfs,	29.50	48.50
Taupe Fox Scarfs,	29.50	35.00
Natural Raccoon Scarfs	12.50	16.50
Kolinsky Stoles,	110.00	165.00
Hudson Bay Sable Stoles,	110.00	550.00

### BARREL and CANTEN MUFFS

Mole Muffs,	27.50	32.50
Hudson Seal Muffs,	16.50	22.50
Natural Skunk Muffs,	16.50	25.00
Taupe Fox Muffs,	32.50	39.50
Kolinsky Muffs,	35.00	48.50
Raccoon Muffs,	12.50	16.50
Beaver Muffs,	12.50	19.50
Black Fox Muffs,	16.50	22.50
Hudson Bay Sable Muffs	69.00	150.00

## A Correction

In our advertisement of Wilton  
Rugs in Sunday Papers we erro-  
neously described our Wilton Rugs  
as Worcester Rugs. We intended  
to describe the material, not to apply  
a name to the rug.

—Fourth Floor,  
Broadway

R.H. Macy & Co.'s Attractions Are Their Low Prices.  
**Macy's**  
Herald Square  
B'way, 34th to 35th St.

SALE

1640

CHARMING  
BLOUSES

At This Exceptionally Low Price

\$3.69

As a Collection These Blouses Include Every Fashion Note That  
the Season Has Yet Presented

Blouses of heavy washable Georgette crepe or crepe de  
chine, in white or flesh, with square neck, high neck, V-  
neck, stock effects; square collars, sailor collars,  
round collars, convertible collars; pointed cuffs, flare

cuffs, turn back cuffs, stitched cuffs; blouses embroi-  
dered, bead trimmed, inset with lace, bound with satin,  
hemstitched, tucked, pleated, ruffled, frilled, shirred,  
with or without yokes, pearl buttons, plain and fancy—  
but one could launch into an endless description.

The Blouses Illustrated Are But a Few of the Styles in the Collection.

Come Early to Take Advantage of the Exceptionally Large Assortment.

—Third Floor, 34th Street

## Two Smart Dresses of Navy Serge

One is a copy of an import, faithfully embodying  
every detail of the original French thought, with  
its new square neck effect and combined gold thread  
and bead embroidery. The other is particularly  
striking with its two-tier circular skirt and dainty  
front pleated peplum.

A charming combination of serge and  
Georgette crepe has box pleated crepe blouse  
with peplum front; two-tiered circular skirt; serge  
cuffs and wide serge belt wool embroidered with  
roses. Navy only. \$29.75

The dress illustrated is of fine French serge embroidered in  
beads and gold thread; straight line long waist; side pleated  
skirt; soft tie sash of serge; overlay collar of white satin. Navy  
only. \$47.75

—Third Floor, Broadway

## The Evening Scarf

has become one of the pretty essentials of a woman's evening  
costume. Opalescent or iridescent with beads or spangles  
in delicate or striking colors, they glitter with a scintillating  
brilliance beneath the gleam and blaze of the night lights.

### Black Scarfs

Made of silk net and spangled  
with all jet, purple and green  
iridescent or gray spangles,  
huge shaded flowers in old rose  
spangles, pastel colored beaded  
roses, rich Oriental motifs in  
dull blues and greens.

\$10.49 to \$38.75

### Colored Scarfs

Chiffon or silk net with borders  
of opalescent beads, spangled  
flowers and leaves on silk net  
scarfs with heavy beaded fringe  
edges, Oriental and antique ef-  
fects, Grecian borders, conven-  
tionalized motifs. Delicate  
shades to match evening gowns.

\$4.89 to \$21.89

## Glenburnie Skirts Of Highland Plaids

They're just as smart as can be, these Scotch plaid kilties  
with their bonnie pockets and broad bellies—surely they were  
designed by Fashion in her most winsome mood.

A Stunning "Glenburnie"  
kilted plaid skirt in gold,  
gray and green plaids, square  
pockets with envelope flaps and  
broad belt fastened with two  
large pearl buttons. \$11.89

Another attractive "Glen-  
burnie" kilted skirt in  
green, blue and white plaids, has  
fancy patch pocket and large  
crushed girdle trimmed with  
very large pearl buttons. \$13.74

## Patterns

The November issues of  
**McCall's Magazine**  
and  
**Pictorial Review**

are ready with advance fall  
and winter styles in women's  
and children's apparel. Those  
who do their own dressmaking  
will find the new patterns par-  
ticularly attractive.

—2d Floor, Centre

## Brocaded

## Lining Satin

Superior grade, yard wide,  
cotton back lining satin that  
will give excellent service.

98c. yd.

White, steel, jasper, light blue,  
gold maize, rose, emerald, flesh,  
prune.

—Lining Department,  
—2d Floor

## Chic Fashions in Sweaters and Caps



Striped Effects in Shet-  
land Knit Sweaters; roll  
collar, wide sash with fringed  
ends. Illustration A. Gold and  
white, cherry and white, Copen-  
hagen and white, rose and  
white, black and white, or  
lavender and white. \$7.24

All Wool Sweaters, loosely knitted, light weight, but warm; sailor  
collar, belt, pearl buttons; rose and white, Copenhagen and white,  
purple and white, green and white.

Shetland Knit Sweaters,  
made with wide sash with fringed  
ends; sailor collar, cuffs and  
pockets; rose, Copen., gold, laven-  
der or white. Illustration C. \$4.89

All Wool Sweaters, knitted in fancy stitch, roll collar that may  
be buttoned close to neck; white, gray, navy, maroon, black, rose,  
Copenhagen. \$3.49

Brushed Wool Scarf and Cap  
Set; close fitting cap, pompons at  
sides; scarf with fringed ends. Illustration  
D. Rose and white, Copenhagen  
and white, navy and white, maroon  
and white. \$2.49 set

Hand Crocheted Hats, with soft  
brims. Illustration F. Trimmed with  
chenille; white and tan, white and green,  
white and blue, white and black. \$3.49

Hand Crocheted Caps, Illustration  
E. Fits close to the head and may  
be worn three different ways; pretty  
combinations of green and white, rose  
and white, white and green, or white  
and Copenhagen. \$2.96

Hand Crocheted Caps, fancy stitch,  
finished with three pompons. Illustration  
G. May be had in tan, Copenhagen,  
white or green. \$1.74

—Third Floor, 34th Street, Front

## Introducing the Maria Barrientos Comb



Named for the most famous Spanish Prima Donna  
in the world, this comb is a distinctive Spanish  
type of hair ornament, slightly modernized that  
its use may not be limited only to the Spanish  
type of headdress.

The Barrientos comb marks a turning point in  
coiffure fashions, from the low "French twist"  
to the charming custom of wearing the hair on the top of the head  
as great-grandmothers' portrait shows.

There are plain and carved combs for afternoon wear;  
others are set with brilliant, colored stones or glitter-  
ing rhinestones to enhance the evening costume.

Plain and Carved Combs  
\$1.49, \$1.98,  
\$2.97, \$3.96.

Combs Set with Stones  
\$1.98, \$2.24,  
\$2.97, \$3.96.

All Rhinestone Combs  
\$4.96, \$6.74, \$7.24,  
\$9.49, \$10.89, \$15.74,  
\$17.89, \$20.24, \$26.73

—Main Floor, Broadway.

## THE NEW YORK WORLD SETS THE PACE

The WORLD sells 100,000 copies more in New York City each weekday than any other morning newspaper.